**PHILIP MORRIS USA** INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: John Buehler DATE: 11/6/95

FROM: Thomas Lauinger

SUBJECT: **Women's Shows 1996**

## Overview

Virginia Slims has been the exclusive tobacco exhibitor at Southern Women's Shows for nine years. The Southern Women's Show is a consumer marketplace in which companies promote/sell goods and services geared to a female audience. In 1995, we added the Working Women's Survival Show (very similar to the Southern Women's Shows) to our schedule. At each of these women's shows, Virginia Slims has conducted name generation in exchange for an incentive (lighter) and provided the opportunity for these smokers, 21 and older, to win additional prizes.

In 1996, we will be more focused on V-wear as a theme. The booth will be a 10' x 20' exhibit with displays of Virginia Slims V-wear merchandise, blow-ups of V-wear catalog visuals, as well as Virginia Slims and V-wear logoed light boxes. The look will emulate that of a retail environment.

This requests creative for booth color selection, recommendations concerning pack shots & locations, visuals, signage for daily prize drawing, and "Ask Virginia" tipsheets.

## Objectives

- Communicate/reinforce brand image.
- Reach female smokers in an event based format.
- Generate names for the database.
- Promote visibility and generate interest in V-wear.

## Creative Strategy

Using 1996 V-wear as a background, we will utilize the Women's Shows to communicate/reinforce the Virginia Slims brand image, generate names, and promote V-wear. The specific strategies to accomplish this are as follows:

- The booth will highlight our 1996 V-wear, using display cases and mannequins (see attached drawing of the booth design).
- Light boxes within the booth containing V-wear catalog visuals (see attached for position).
- The booth will show fashion videos on two monitors on either side of the booth.
- Generate names by offering free grab bag containing; VS lighter, fashion tipsheet (to be co-branded with Vogue, Cosmo, or Maria Claire), a copy of the co-branding partners magazine, an "Ask Virginia" fashion tipsheet, and V-wear catalog.
- Conducting daily "Grand Prize" drawings for various V-wear items.

## Assignment

1. Overall coloring of the booth.
   - The coloring should not only be fun, alluring, and inviting, but also should be in line with the color schemes for both the Spring and Fall 1996 V-wear.

   Timing: 11/20/95

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2. Recommendation for pack shot/s and possible location/s.
- Within the attached design of the booth, we are looking for positions to highlight either single or family pack shot/s.

Timing: 11/20/95

3. Visuals for the Booth
- Recommendations for Spring V-wear visuals (we will need new ones for the fall shows when the next catalog is available; due 8/5/96); Virginia Slims Header graphic, V-wear logo graphic.
  - Dimensions:
    - V-wear light boxes (3); 29 1/4" W x 39 1/4" H
    - VS Header light box (1); 7' 10 1/2" W x 1' 1 1/2" H
    - V-wear logo monitor light boxes (2); 2' 11 1/2" W x 1' 10" H
    - dimensions of the entire booth will be provided when available
- Please note all visuals should be camera-ready art in chromes (all encompassing with logos, overlays, etc. on one piece): the vendor cannot work with discs.

Timing: 12/15/95

4. Signage for daily prize drawing for V-wear items
- The sign should be exciting enough to capture attention of women show patrons, but not so intrusive as to compromise the integrity of the retail style environment of the booth.
  - Communication Points
    - Call to action to enter the drawing
    - Virginia Slims Branding
    - Explanation of contest, and available prizes
- We also request recommendations for what V-wear items to distribute as prizes

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Timing: 2/5/96 POST 85054

5. Develop an "Ask Virginia" tipsheet to be included in grab bag.
- The tipsheet, as with the print pieces, should include Q/A fashion format in a fun manner with which our consumers can relate.
- Include a BRC to allow for question mail-in opportunity
  - Communication Points
    - Intro/explanation about "Ask Virginia"
    - Virginia Slims Branding
    - Q/A's
    - BRC POST 85055

Timing: 2/5/96

**Total Budget Requirements**
- $7,000

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Source: https://www.industrydocuments.ucsf.edu/docs/gmxn0004

**PM**
M. Gennaro
A. Huaman
S. LeVan
M. Maggio
W. Marin
S. Rush

**LBCo.**
D. Altschuler
C. Bulanda
D. Porter
B. Timmons

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